



OFFICIAL SPONSOR
1996 OLYMPIC GAMES

July 2, 1996

Ms. Kay Galeotti
Manager, Media Systems and
Discount Brand Planning
Philip Morris USA
120 Park Avenue
New York, NY 10017-5592

Dear Kay,

Here is the information you requested regarding regional competitive cigarette activity for the month of June. Attached please find the issue in which the ad has run.

<u>ISSUE</u>	<u>ADVERTISER</u>	<u>SIZE</u>	<u>MARKETS</u>	<u>OPEN COST</u>
6/3	Newport Cigarettes	1P5C	*See Below	\$128,903
6/10	Carlton Cigarettes	1P4C	Golf	\$31,050
6/17	Newport Cigarettes	1P4C	Indiana & Louisiana	\$12,283
6/17	Carolina Gold	4PG Insert	Pittsburgh	\$32,739

If you have any questions, please do not hesitate to call.

Best regards,

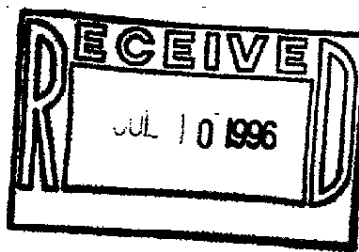
* Alabama, Connecticut, DC, Florida, Georgia, Hawaii, Illinois, Indiana, Louisiana, Massachusetts, Maryland, Michigan, Missouri, Mississippi, North Carolina, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Virginia, Wisconsin, West Virginia.

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